EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Hwa C. Lee (Ph. 858-678-5070) on January 15th, 2008.

In the Title

The title has been amended as follows:

-- ~~Modular~~ Computer-<u>implemented method</u> ~~Program~~ for Managing Dynamic Pricing Information --

In the Claims

The claims have been amended as follows:

1.   (Previously Presented) A computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network, the method comprising:

distributing over the computer network to a first user of the computer network a modular computer program that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network;

presenting to the first user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program;

receiving from the first user input identifying selected dynamic pricing information; and

enabling the first user to communicate the dynamic pricing information selected by the first user to a second user selectively designated by the first user for display at a modular computer program, executing on a computer system associated with the second user, that displays to the second user a stream of dynamic pricing information selected by the first user.

2.   (Previously Presented) The method of claim 1 wherein the modular computer program comprises a Java-based applet.

3.   (Previously Presented) The method of claim 1 further comprising collecting dynamic pricing information from the computer network.

4.   (Previously Presented) The method of claim 1 wherein the computer network comprises the Internet.

5.   (Previously Presented) The method of claim 1 wherein the computer network comprises a virtual private network.

6.   (Previously Presented) The method of claim 1 wherein distributing the modular computer program comprises pushing a copy of the modular computer program to one or more users of the computer network.

7.   (Previously Presented) The method of claim 1 wherein distributing the modular computer program comprises enabling users of the computer network to pull a copy of the modular computer program.

8.   (Previously Presented) The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an electronic mail system.

9.   (Previously Presented) The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an instant messaging system.

10.   (Previously Presented) The method of claim 1 further comprising causing the modular computer program to display the stream of dynamic pricing information collected from the computer network.

11.   (Previously Presented) The method of claim 10 wherein the stream of dynamic pricing information that is displayed varies based on user input.

12.   (Previously Presented) The method of claim 11 wherein the stream of dynamic pricing information has a predefined taxonomy, and wherein the user can selectively view different levels of the taxonomy.

13.   (Previously Presented) The method of claim 1 wherein the interactive visual indication comprises a glyph.

14.   (Previously Presented) The method of claim 1 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

15.   (Previously Presented) The method of claim 14 wherein the interactive link comprises a uniform resource locator (URL) tag.

16.   (Previously Presented) The method of claim 1 wherein the user-attractive resource comprises a contest.

17.   (Previously Presented) The method of claim 1 wherein the user-attractive resource comprises a reward program.

18.   (Previously Presented) The method of claim 1 wherein the user-attractive resource comprises a coupon.

19.   (Previously Presented) The method of claim 1 wherein the user-attractive resource comprises an advertisement.

20.   (Previously Presented) The method of claim 1 wherein the user-attractive resource comprises a multi-media presentation.

21.   (Previously Presented) The method of claim 1 further comprising providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

22.   (Previously Presented) The method of claim 1 wherein the modular computer program displays dynamic pricing information in a ticker display format.

23.   (Previously Presented) The method of claim 1 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

24.   (Previously Presented) The method of claim 23 wherein each of the plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

25.   (Previously Presented) The method of claim 24 wherein each of the one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

26.   (Previously Presented) The method of claim 24 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

27.   (Currently Amended) A computer-<u>readable medium embodying a modular</u>
<u>computer program</u> ~~implemented system~~ for encouraging users of a computer network to
access dynamic pricing information on the computer network, the <u>modular computer</u>
<u>program comprising instructions to cause a computer system to</u> ~~system comprising~~:

~~a plurality of sources of dynamic pricing information;~~

~~a modular computer program comprising instructions to perform the following~~
~~operations:~~

receive dynamic pricing information from [[the]] <u>a</u> plurality of dynamic pricing
information sources;

display the received dynamic pricing information in a stream to a first user of the
modular computer program;

receive from the first user information identifying a selection of the received
dynamic pricing information;

<u>enable the first user to</u> send the received selection information <u>identifying the</u>
<u>dynamic pricing information selected</u> ~~from~~ <u>by</u> the first user to a second user<u>selectively</u>
<u>designated by the first user</u>; and

present to the second user of the modular computer program an interactive
visual indication of a user-attractive resource available on the computer network
[[that]]<u>and the selection information identifying the dynamic pricing information that</u> was
selected by the first user and sent to the second user, the user-attractive resource
providing an incentive, independent of the dynamic pricing information<u> selected by the</u>
<u>first user</u>, to use the modular computer program, wherein the interactive visual

indication of the user-attractive resource is visually embedded within the stream of

dynamic pricing information displayed by the modular computer program.

28.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program comprises a Java-based applet.

29.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program further comprises instructions to cause a

computer system to receive dynamic pricing information from the computer network.

30.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program further comprises instructions to cause a

computer system to receive dynamic pricing information from the computer network that

comprises the Internet.

31.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program further comprises instructions to cause a

computer system to receive dynamic pricing information from the computer network that

comprises a virtual private network.

32.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program further comprises instructions to cause a

computer system to vary the dynamic pricing information that is displayed to the first or

second user ~~varies~~ based on user input from the first user.

33.   (Currently Amended) The computer-readable medium ~~system~~ of claim 32

wherein the modular computer program further comprises instructions to cause a

computer system to receive the dynamic pricing information [[has]] that includes a

predefined taxonomy, and wherein the modular computer program further comprises

instructions to enable ~~allow a~~ the first or second user to selectively view different levels

of the taxonomy.

34.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program further comprises instructions to cause a

computer system to present to the second user of the modular computer program the

interactive visual indication that comprises a glyph.

35.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27

wherein the modular computer program further comprises instructions to cause a

computer system to present to the second user of the modular computer program the

interactive visual indication that comprises an interactive link to the user-attractive

resource.

36.   (Currently Amended) The computer-readable medium ~~system~~ of claim 34 wherein modular computer program further comprises instructions to cause a computer system to present to the second user of the modular computer program the [[an]] interactive visual indication that comprises a link associated with a uniform resource locator (URL) tag.

37.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27 wherein the modular computer program further comprises instructions to cause a computer system to present to the second user of the modular computer program the interactive visual indication of the user-attractive resource that comprises a contest.

38.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27 wherein the modular computer program further comprises instructions to cause a computer system to present to the second user of the modular computer program the interactive visual indication of the user-attractive resource that comprises a reward program.

39.   (Currently Amended) The computer-readable medium ~~system~~ of claim 27 wherein the modular computer program further comprises instructions to cause a computer system to present to the second user of the modular computer program the interactive visual indication of the user-attractive resource that comprises a coupon.

40.   (Currently Amended) The computer-readable medium system of claim 27 wherein the user-attractive resource comprises an advertisement.

41.   (Currently Amended) The computer-readable medium system of claim 27 wherein the modular computer program further comprises instructions to cause a computer system to present to the second user of the modular computer program the interactive visual indication of the user-attractive resource that comprises a multi-media presentation.

42.   (Currently Amended) The computer-readable medium system of claim 27 wherein the modular computer program further comprises instructions to cause a computer system to provide a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

43.   (Currently Amended) The computer-readable medium system of claim 27 wherein the modular computer program further comprises instructions to cause a computer system to display[[s]] the dynamic pricing information in a ticker display format.

44.   (Currently Amended) The computer-readable medium system of claim 27 wherein the modular computer program further comprises instructions to cause a

computer system to present a plurality of instances of the modular computer program

are presented to a user concurrently.

45.   (Currently Amended) The computer-readable medium system of claim

[[43]]44 wherein the modular computer program further comprises instructions to cause

a computer system to present each of [[a]]the plurality of instances of the modular

computer program that includes one or more associated visual indications of a user-

attractive resource available on the computer network.

46.   (Currently Amended) The computer-readable medium system of claim 45

wherein the modular computer program further comprises instructions to cause a

computer system to present each of the plurality of instances of the modular computer

program that includes the one or more visual indications [[can be]]that are the same as

or different from the visual indications on other instances of the modular computer

program.

47.   (Currently Amended) The computer-readable medium system of claim 45

wherein the modular computer program further comprises instructions to cause a

computer system to present each of the plurality of instances of the modular computer

program that includes each of the one or more visual indications [[can]]that correspond

to the same or different user-attractive resources as the visual indications on other

instances of the modular computer program.

48.   (Currently Amended) A computer-implemented method for encouraging users of a computer network to access a dynamic pricing system, the method comprising:

presenting a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource available is visually embedded within the stream of dynamic pricing information displayed by the user-interface;

receiving input from a first user specifying <u>dynamic pricing</u> information <u>selected by the first user</u> for display to another user by a modular computer program;

<u>enabling the first user to send the specified dynamic pricing information selected by the first user to another user selectively designated by the first user;</u> and

enabling display of the first user-specified <u>dynamic pricing</u> information by a modular computer program associated with another user.

49.   (Currently Amended) A computer-readable medium embodying computer software for encouraging users of a computer network to access a dynamic pricing

system, the <u>computer</u> software comprising instructions to cause a computer system to ~~perform operations comprising~~:

present a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and display[[s]] an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the user-interface<u>;</u>

<u>receive input from a first user selecting dynamic pricing information for display to a second user by a modular computer program;</u>

<u>enable the first user to send the dynamic pricing information selected by the first user to the second user selectively designated by the first user</u>; and

<u>display the</u> ~~transfer~~ information selected by [[a]]<u>the</u> first user ~~for display~~ to [[a]]<u>the</u> second user.

50.   (Previously Presented) The computer-readable medium of claim 49 wherein the computer instructions are embodied as a Java-based applet.

51.   (Previously Presented) The computer-readable medium of claim 49 further comprising computer instructions for receiving dynamic pricing information from the computer network.

52.   (Previously Presented) The computer-readable medium of claim 49 wherein the computer network on which said software communicates comprises the Internet.

53.   (Previously Presented) The computer-readable medium of claim 49 wherein the computer network comprises a virtual private network.

54.   (Previously Presented) The computer-readable medium of claim 49 wherein the dynamic pricing information that is displayed varies based on user input.

55.   (Previously Presented) The computer-readable medium of claim 49 wherein the dynamic pricing information has a predefined taxonomy, and wherein the computer software further comprises instructions to allow a user to selectively view different levels of the taxonomy.

56.   (Previously Presented) The computer-readable medium of claim 49 wherein the interactive visual indication comprises a glyph.

57.   (Previously Presented) The computer-readable medium of claim 49 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

58.   (Previously Presented) The computer-readable medium of claim 57 wherein the interactive link comprises a uniform resource locator (URL) tag.

59.   (Previously Presented) The computer-readable medium of claim 49 wherein the user-attractive resource comprises a contest.

60.   (Previously Presented) The computer-readable medium of claim 49 wherein the user-attractive resource comprises a reward program.

61.   (Previously Presented) The computer-readable medium of claim 49 wherein the user-attractive resource comprises a coupon.

62.   (Previously Presented) The computer-readable medium of claim 49 wherein the user-attractive resource comprises an advertisement.

63.   (Previously Presented) The computer-readable medium of claim 49 wherein the user-attractive resource comprises a multi-media presentation.

64.   (Previously Presented) The computer-readable medium of claim 49 further comprising instructions for providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

65.   (Previously Presented) The computer-readable medium of claim 49 wherein the dynamic pricing information is displayed in a ticker display format.

66.   (Previously Presented) The computer-readable medium of claim 49 wherein a plurality of instances of the software can execute concurrently.

67.   (Previously Presented) The computer-readable medium of claim 49, further operable to cause the data processing apparatus to receive from the first user, an expiration date associated with the dynamic pricing information.

68.   (Previously Presented) The computer-implemented method of claim 48, further comprising receiving from the first user, an expiration date associated with the dynamic pricing information.

70   (Previously Presented) The computer-implemented system of claim 27, wherein the modular computer program comprising instructions to receive from the first user, an expiration date associated with the dynamic pricing information.

71   (Previously Presented) The computer-implemented method of claim 1, further comprising receiving from the first user, an expiration date associated with the dynamic pricing information.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Independent claims 1, 27, 48 and, 49 recite a method, *inter alia*, comprising the

step of: enabling the first user to communicate the dynamic pricing information selected

by the first user to a second user selectively designated by the first user for display at a

modular computer program.

The most remarkable prior art of record is to Wagoner (U.S. Patent Application

Publication No. 2006/0074792). Wagoner discloses a method wherein a user, having

logged on to an auction center, can request the auction center to display a scrolling

ticker (i.e., dynamic pricing information) containing auction data. The user may specify

one or more parameters that can be used in filtering the content of the scrolling ticker.

Wagoner further discloses a method wherein auction data may be displayed

across multiple terminals; however Wagoner does not enable the first user to

communicate the dynamic pricing information selected by the first user to a second user

selectively designated by the first user.

None of the prior art of record remedies the deficiencies found in Wagoner.

Furthermore, neither the prior art, the nature of the problem, nor knowledge of a person

having ordinary skill in the art, provide any reasonable rationale to combine prior art

teachings.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/14/2007 has been entered.

EXAMINER COMMENTS

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

CONCLUSION

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Matthew S. Gart whose telephone number is 571-272-3955. The examiner can normally be reached on M-F, 9-6.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Matthew S Gart/

Primary Examiner, Art Unit 3625